

FSC-37-B		2/25/98	
SUBJECT: DORAL CTS Semi-Permanent Floorbase Display			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE		Sales Rep
<input checked="" type="checkbox"/> ROM			Retail Rep

(Please distribute to Sales Representatives.)

Objective: Clarify use of the DORAL CTS semi-permanent floorbase display, Item #538883.

Purpose: Ensure Field Sales clearly understands display use and maximizes selling opportunities.

- A unique and impactful DORAL semi-permanent floorbase display (Item #538883) has been developed to use in CTS outlets for promotional and regular product.
 - Initially, this floorbase should be placed in CTS accounts to display the March 5-pack sleeve promotion.
 - Field should order the display "direct store delivery" to arrive in conjunction with March 5-pack promotion. (Utilize the March sell sheets to explain to retailers and ensure display is maintained on location on-going.) If necessary, use the DORAL \$10 carton display payment to incent retailers on one-time basis.
 - Once promotion is sold through, display should be used to promote regular DORAL cartons. (Reversible header cards are included with the display and should be used to communicate pricing.)
- Display should then be used for the June B8G2F CTS promotion. Field should order POS Kit (Item #542294) which includes promotion-specific header cards.

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